

12

**EUROPEAN PATENT APPLICATION**

21 Application number: 84830346.7

51 Int. Cl.<sup>4</sup>: **H 04 N 5/45**

22 Date of filing: 19.12.84

30 Priority: 28.12.83 IT 2441783

71 Applicant: Venier, Pierpaolo, Via S. Agnese 14, Milano (IT)  
Applicant: Tornelli, Enzo, Via Vivaio 24, Milano (IT)

43 Date of publication of application: 17.07.85  
Bulletin 85/29

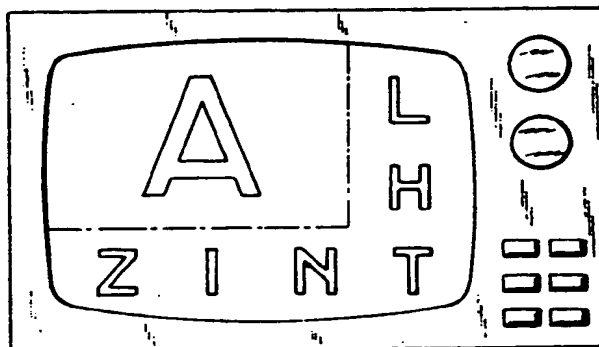
72 Inventor: Venier, Pierpaolo, Via S. Agnese 14, Milano (IT)  
Inventor: Tornelli, Enzo, Via Vivaio 24, Milano (IT)

84 Designated Contracting States: AT BE CH DE FR GB LI  
LU NL SE

74 Representative: Caregaro, Silvio et al, c/o Società  
Italiana Brevetti S.p.A. Via Carducci 8, I-20123 Milano (IT)

54 Method to broadcasting simultaneously two or more television programs.

57 During broadcasting of a normal television program at least one «area» is temporarily set aside where a commercial program or insert is in particular transmitted.



Best Available Copy

EP 0 148 733 A1

"METHOD TO BROADCASTING SIMULTANEOUSLY TWO OR MORE  
TELEVISION PROGRAMS"

This invention relates to a method of broadcasting simultaneously and without interruption a normal  
5 program, or main program, together with the temporary transmission of one or more commercial programs that are assigned a limited room on the television screen, without causing the interruption of the main program.

10 It is known how the television broadcasting of commercial inserts presently requires interruption of the normal television programs causing remarkable discomfort and annoyance to the consumer. Moreover, this makes it necessary to introduce separating  
15 sequences between the program and the commercial insert for the necessary synchronization and in addition to allow the consumer to differentiate between the main program and the commercial intermission.

For economic reasons, said interruptions tend  
20 to become more and more frequent, causing a strong disappointment to the user. On the other hand, in the short term, it is not conceivable to reduce the extent of said commercial inserts that are often the only source of financial support for the television  
25 networks.

Therefore, one of the objects of this invention is to provide a method adapted to allow broadcasting of commercial inserts in a continuous and discontinuous way, without involving interruptions of the normal

television programs.

The features of the method according to this invention will now be described with reference to Figures 1 and 2 where respectively:

5        FIGURE 1 shows a television set while broadcasting a normal television show, and

10        FIGURE 2 shows the same television set that, while showing said main television program previously mentioned, makes it also possible to watch a commercial insert.

15        In Figure 1 the television set is showing a normal television program, indicated schematically at A, which occupies completely the available television screen. The television set shown on Figure 2 is  
20        still broadcasting the same television program A, but having a reduced image area that takes only part of the television screen, while the remaining part is taken by the capital letters indicating diagrammatically the possibility to transmit in  
25        said area a commercial insert, comprising a fixed image or a motion sequence (as for instance photographs or movie sequences or other commercial pictures, concerning in particular the product to be advertised).

30        Preferably, a major area of the screen remains dedicated to the main program, while the commercial insert is confined to an "area" located in a peripheral position on the screen. In the schematic representation shown in Figure 2, said "area" is L-shaped, but it will be understood that other forms and locations are possible for said "area" of the screen adapted for receiving the commercial insert. The "area"

Best Available Copy

may in fact have a generally rectangular or square shape, located at the corners of the television screen, or else circular or elliptical, or the like, but always located preferably at a peripheral position.

5 Said commercial insert will normally be soundless. The reduction of the image area related to the main program and the aperture of the "area" dedicated to the commercial insert may be obtained using one of the known procedures such as for instance that  
10 of the squeeze-zoom or equivalent. It will also be apparent that the image of the main program, so reduced, can be integrated in the other image that takes the "area" dedicated to the commercial insert, in order to form a composite but coherent  
15 image. For example, in the case when the image of the main program is received on a television screen that, in this case, would actually comprise the image of the commercial insert and in particular of the advertised product (in this instance actually  
20 a television set).

The corresponding signals can be sent without broadening of the broadcasting band, particularly in the case where said signals have a high persistence and can be easily perceived by the consumer, for  
25 instance during a hold of the action taking place in the main program.

The commercial inserts that are broadcasted on the television screen do not cause interruption of the main program, and that allows the consumer  
30 to perceive said information in a non disagreeable form as it is presently the case. Since the supplemental

commercial programs do not interfere with the normal reception of the main program, they can of course be transmitted without any scheduling limitation.

5 In the same way, the above described image is very well adapted for the transmission of the station breaks where the speaker himself introduces the commercial talk, for instance closing the presentation of a certain program with the invitation to watch it more pleasantly while using the advertised products  
10 appearing in the "area" dedicated, that opens up simultaneously on the screen.

While the invention has been described with reference to particular embodiments thereof, it is not to be deemed as limited to the latter, because  
15 all those obvious variations and/or modifications that will become apparent to the experts in the art are included within its scope.

20

Best Available Copy

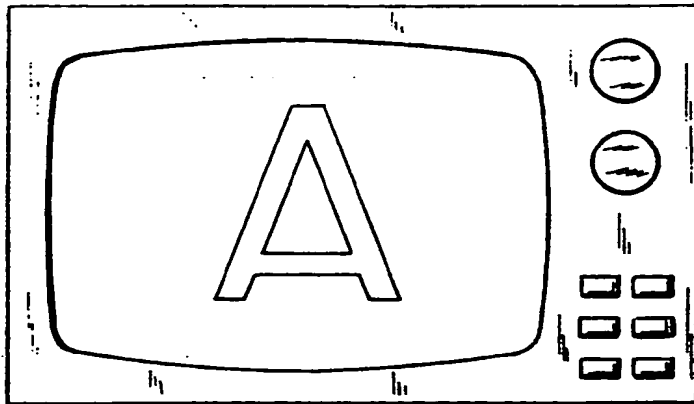
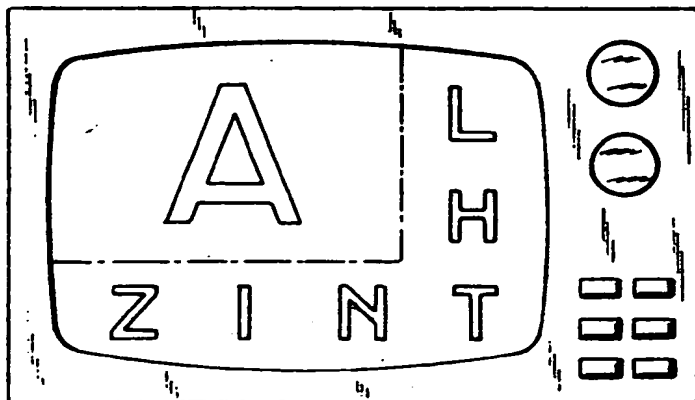
C L A I M S

1. A method for performing simultaneous broadcasting of two or more television programs, characterized in that one of said program, the main program, is broadcasted on a major portion of the television screen, and one or more supplemental programs are visualized on limited areas of the television screen.

2. A method according to claim 1, characterized in that the supplemental programs are broadcasted intermittently by the provision of related "areas", the whole television screen being assigned to the main program at times where the supplemental programs are absent.

3. A method according to claim 1, characterized in that said supplemental programs are commercial inserts.

4. A method according to claim 1, characterized in that said "areas" have a rectangular shape and are located in peripheral positions on the television screen.

Fig. 1Fig. 2

Best Available Copy



European Patent  
Office

# EUROPEAN SEARCH REPORT

0148733

Application number

EP 84 83 0346

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.4)
X	DE-A-2 536 835 (LICENTIA) * Whole document *	1, 3	H 04 N 5/45
X	--- PATENTS ABSTRACTS OF JAPAN, vol. 7, no. 62 (E-164)[1207], 15th March 1985; & JP - A - 57 208 772 (SONY K.K.) 21-12-1982	1, 4	
X	--- US-A-4 267 560 (ISHIKAWA) * Column 1, lines 17-33 *	1	
A	--- US-A-4 344 090 (BELISOMI)	1, 2	
A	--- GB-A-1 370 535 (BBC)	1	
			TECHNICAL FIELDS SEARCHED (Int. Cl.4)
			H 04 N 5/45
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 01-04-1985	Examiner SIX G.E.E.
<b>CATEGORY OF CITED DOCUMENTS</b>			
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

EPO Form 1503 03/82